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Herald in Los Angeles Becomes Morning Paper

By a WALL STREET JOURNAL Staff Reporter

LOS ANGELES—Another afternoon newspaper has just about bitten the dust—but has reemerged as a morning paper.

The Los Angeles Herald Examiner, a Hearst Corp. newspaper, said it has completed the gradual changeover to morning from afternoon home delivery that was begun on a test basis last November. The bulk of the Herald Examiner's daily circulation of 285,000 will be an edition that starts its press run at 12:30 a.m. PDT. The news paper also distributes 45,000 copies of a 2:30 p.m. edition that contains late stock prices and is sold only on newsstands and in coin-boxes. A third edition, published at 10 a.m., is under study to determine whether it should be expanded or folded, an official said.

"We are encouraged with the results to date and are optimistic that, in light of the initial surge of acceptance from morning newspaper readers, we will see a steady home delivery growth in many areas of the market," said Francis L. Dale, publisher. The newspaper lags far behind its main competition, the Los Angeles Times, which has a daily circulation of 1.1 million.

Within the last year, several other afternoon newspapers have ceased publication, including the Washington Star and the Minneapolis Star. Last week, the Des Moines Register & Tribune Co. said it would stop publishing the afternoon Tribune.